
Analysis of Library content of Private Universities Website: A study with reference to Karnataka

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Abstract:

In the present context, websites have become very important sources of information in every field of activity. Library website is a powerful gateway that can provide information to patrons. The present study is carried out to analyse the library contents of private university websites of Karnataka state. There are eleven private universities considered for the study which are approved by the University Grants Commission (UGC). The outcomes of the study reveal that: Among the private universities, PES University, Bengaluru was the oldest university and established in the year 1972; only six universities give information on library services and information about books and journals; 50 % of the universities give information on library automation; and only few universities give information on value added services.

Introduction:

In the knowledge society, Internet has emerged as one of the most powerful media of communication. The World Wide Web offers a huge amount of information to the end users. The quantity and quality of information on the Internet is accelerating day by day to an uncontrolled

and extraordinary rate. Hence, there is a need to conduct studies to evaluate the websites for its quality, credibility, usefulness, extent of its user friendliness and its ability to meet the users' requirements (Jange, 2014). Ward and Mervar (2003) state that a library's website is a powerful gateway that can provide information to patrons. Further, the authors point out that library websites provide more authentic, reliable and organized information and internet sources than the general internet.

Jange (2014) in his study discusses that library website has become a Sine-Qua-Non for any academic institution to integrate its resources and services under one umbrella. Hence, expertise is a prerequisite for designing and developing a functional website keeping in view the perspective of users needs. Today, the library website has become a first step for information access to the students, researchers, faculty members and general public as well to support teaching, research and learning process. The agencies like National Assessment and Accreditation Council (NAAC), National Board of Accreditation (NBA), All India Council for Technical Education (AICTE) and others advocate for a separate library website. Hence, a library website plays a dominant role in marketing their information products and services for information accessibility and use. Hence, the present study has been conducted to analyse the library content of private university websites in Karnataka state.

Objectives of the study:

The main objective of the present study is to analyse the library contents of private university websites of Karnataka State.

The specific objectives of the study are to:

1. analyze the domain wise distribution of private university websites of Karnataka state;
2. know the basic information available on the homepage of the private university websites;
3. check the availability of general information about library on home page;
4. study the availability of library services related information on home page; and
5. check the inclusion of value added services in library content of the private university websites.

Methodology:

For the present study, the authors visited the University Grants Commission (UGC) website to check whether the private universities in Karnataka state are approved or not. There are eleven private universities approved by the UGC, New Delhi. All the eleven private universities were visited by the authors and analysed the contents of these websites under various headings. The contents were analysed during March, 2016.

Analysis and Interpretation of Data:

Private Universities in Karnataka

The table 1 reveals the establishment of private universities in Karnataka. Among the eleven universities, ten universities are situated in Bengaluru and one university is established in Mangalore. The PES University, Bengaluru was established in the year 1972 which is the oldest private university among the universities and Dayananda Sagar University and Rai Technology University were established during 2014 in Bengaluru. There are eight universities established between 2011 and 2016, two universities were established between 2001 and 2010 and one university was established between 1971 and 1980. The web domain of seven universities was .edu.in, two universities were having .in, two universities each are having .edu and .ac.in web domain respectively.

Table 1: List of private Universities in Karnataka

Sl. No.	Name of the University	Year of Establishment	URL
1	Alliance University, Bengaluru	2010	www.alliance.edu.in
2	Azim Premji University, Bengaluru	2010	www.azimpremjiuniversity.edu.in
3	C. M. R. University, Bengaluru	2013	www.cmr.edu.in
4	Dayananda Sagar University, Bengaluru	2014	www.dsu.edu.in
5	Institute of Trans disciplinary Health Sciences and Technology, Bengaluru	2013	www.tdu.edu.in
6	M.S. Ramaih University of Applied Sciences, Bengaluru	2013	www.msruas.ac.in
7	PES University, Bengaluru	1972	www.pes.edu
8	Presidency University, Bengaluru	2013	www.presidencyuniversity.in
9	Rai Technology University, Bengaluru	2014	www.raitechuniversity.in
10	Reva University, Bengaluru	2012	www.reva.edu.in
11	Srinivas University, Mangalore	2013	www.srinivasuniversity.edu.in

Basic information available in private university websites

The table 2 shows the basic information available in these private universities. All the private universities in Karnataka are having information on About University, Mission and Vision, Contact, whereas, ten universities are having content related to programmes and events, eight universities are having History related information and University News respectively. Only seven universities are having information related to Placement and only four universities are having information related to Departments. Since most of the universities were established

recently, the basic information is not reaching the end users. Out of eleven universities, ten university websites give link to library from the main home page.

Table 2: Basic information available on websites

Sl. No.	Basic Information	No. of Universities	Percentage (%)
1	About university	11	100
2	Mission & Vision	11	100
3	Contact	11	100
4	Programs	10	90.90
5	Events	10	90.90
6	History	8	72.72
7	University News	8	72.72
8	Placement	7	63.63
9	Departments	4	36.36

General information about library

Providing detailed information on library is a good sign of any library website. Out of eleven universities, ten university websites provide link to Library from its home page. Seven private university websites give information on Library Introduction, six university websites present information about Library Services, whereas, five university websites each give information about Library Collection, Contact Information, information about Library Resources, Working Hours respectively. The other details are presented in table 3. It is also observed from the websites that almost all university websites follow corporate style of presenting basic information as well as library related information unlike traditional university websites One university doesn't provide link to library.

Table 3: General information about library

Sl. No.	General Information	No. of Universities (n=10)	Percentage (%)
1	Library Introduction	7	70
2	Information about Library Services	6	60
3	Library Collections	5	50
4	Contact Information	5	50
5	Information about library resources	5	50
6	Working Hours	5	50
7	Information about the building	3	30
8	Library Mission statement or Objectives of library	3	30
9	Library Location	2	20
10	Information about Membership	2	20
11	Instruction or Tutorial about Library Use	1	10
12	Staff Directory	1	10

Information on Library Collection

The collection is the basic component of trinity of Library and Information Science. The table 4 depicts the availability of information on library collections in the private university websites. Information is available on various collections under different heads. Out of ten universities, only six universities provide information on Books (both print / electronic) collections, Journals and News papers respectively. Three universities provide information on Project Reports of their students. Two universities provide information on CD / DVDs and

bound volumes respectively. Unlike in state universities or national importance institutions the information available in these private university websites is yet to gear up. It has become imperative for these universities to develop user friendly websites, wherein, all information on university as well as on library should be covered.

Table 4: Information on Library Collection

Sl. No.	Type of Collection	No. of Universities (n=10)	Percentage (%)
1	Books(Printed/Electronic)	6	60
2	Journals, Newspapers & Magazines	6	60
3	Project Reports	3	30
4	Audio-Video Materials	-	-
5	CD-ROMs, DVDs	2	20
6	Bound Volumes / Back volume	2	20
7	Manuscripts	-	-
8	Dissertations	1	10
9	Legal Reports	-	-

Information on Library Services

The table 5 reveals that ten universities have partially automated their library activities. Only five universities have information on issue / return and OPAC respectively. Only three university websites provide information on Inter Library Loan, Photocopying services and New Arrival respectively. Only few universities provide information on other library services. It is interesting to note that these university websites does not provide information on Reference Service.

Table 5: Information on Library Services

Sl. No.	Library services	No. of Universities (n=10)	Percentage (%)
1	Issue-Return (Browsing self check in/out)	5	50
2	Online Public Access Catalogue (OPAC)	5	50
3	Inter Library Loan	4	40
4	Photocopying Services	4	40
5	New Arrival	4	40
6	Reading Room	3	30
7	Reprography services	3	30
8	Material Reservation	3	30
9	News Paper Clipping services	3	30
10	Digital Library	3	30
11	Reference queries "Ask a Librarian"	-	-
12	Current Awareness services	3	30
13	Document Delivery Services	2	20
14	Indexing Services	-	-
15	Reference /Referral Services	2	20
16	Internet access service	2	20
17	Translation Services	-	-
18	Book bank Services	-	-
19	Bibliography services	-	-
20	Information Hub	1	10
21	Information search request	1	10

Information on Value added services

The table 6 shows the availability of information on value added services. The table reveals that five university websites give information on image gallery of library. Only few university websites give information on new arrival section, library blog, library events (calendar) and job vacancies respectively. The other details are presented in table 6.

Table 6: Availability of information on Value added services

Sl. No.	Value added services	No. of Universities (n=10)	Percentage (%)
1	Image gallery of library	5	50
2	User Guidelines	-	-
3	Library” News alerts”	-	-
4	New Arrival Section	2	20
5	Library Blog	2	20
6	Library Committee	1	10
7	RSS Feedback	-	-
8	Union Catalogue	-	-
9	Library Events calendar	1	10
10	Job vacancies	1	10

Conclusion:

The library website is very crucial as it reflects the mirror of library which is accessible 24 * 7 irrespective of region and therefore, existing library website standards needs to be peeped in before designing and developing library website. Now a day websites have become very important source of information in every field of activity. Therefore, universities, being at the apex of higher education should develop their websites keeping in view the users behavior, browser compatibility, load time, link popularity etc.

From the study it is ascertained that there are many inconsistencies and lacunas in the selected private university websites in Karnataka state. Therefore, it is very crucial that these

universities must develop their websites on a sound guidelines that reflects the high quality services and information sources that are being offered by the universities.

References:

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